

G.B.S.E.T

™

G.B.S.E.T (GETCA Business Services Enhancement Technology)

Toward The full Automation of B2B !

G.B.S.E.T - G™

(GETCA Business Services Enhancement Technology for Google™) *

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* **Temporary Name :** we are using Google™ Search Engine services for Demonstrative and Comparison purposes only, we will use the name G.B.S.E.T - G™ **temporarily** to explain Tech Issues, web services, functions and features of G.B.S.E.T™ project.

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GETCA (G.B.S.E.T)

Project Business Plan

Part 2 / Slides (Project Financial Analysis)

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Greeting,

The following Slides / Data is a **Integrated** part of our Project, Business Plan (Pt 1) upon your request we will be more than happy to forward to you other related documents which cover **tech, financial and features Info.**

Business Plan Pt 2 / Slides:

The Business : Page # 6 to 8

The Market : Page # 9to 15

The Competition : Page # 16 to 19

The Revenue : Page # 20 to 24

The Forecast : Page # 25 to 28

The Business (1) - The Strategy and The Implementation !

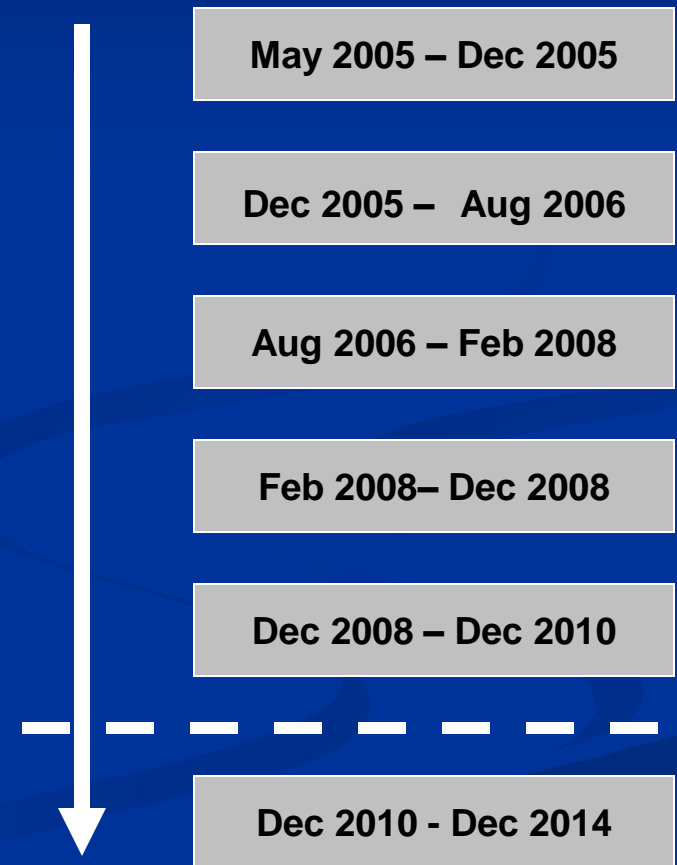
G.B.S.E.T was built to help the business community accomplish their online financial tasks in a more dynamic and efficient way. This was done by building a broad B2B search engine with smart, interactive, concurrent and vibrant business conducting technologies / tools. Its mainstream goals are:

- 1. Develop (B2B International Collaboration) based on trust, ease of use and flexibility among all trading partners with a high level of security and a personal touch.**
- 2. Invoke multiple B2B Exchanges / Websites which will include online business services and financial research institutes in order to establish a business online platform which depend on the latest technologies based on **Autonomous - Agents Brokering and E-negotiation processes.****
- 3. This will be achieved by advanced B2B data extracting, interpretation, ranking and modifying from multiple dynamic sources while using as minimum steps as possible , as well as to Integrate multilateral frameworks to promote technological neutrality and intelligent multitasking financial operations with flexible online B2B trading .**

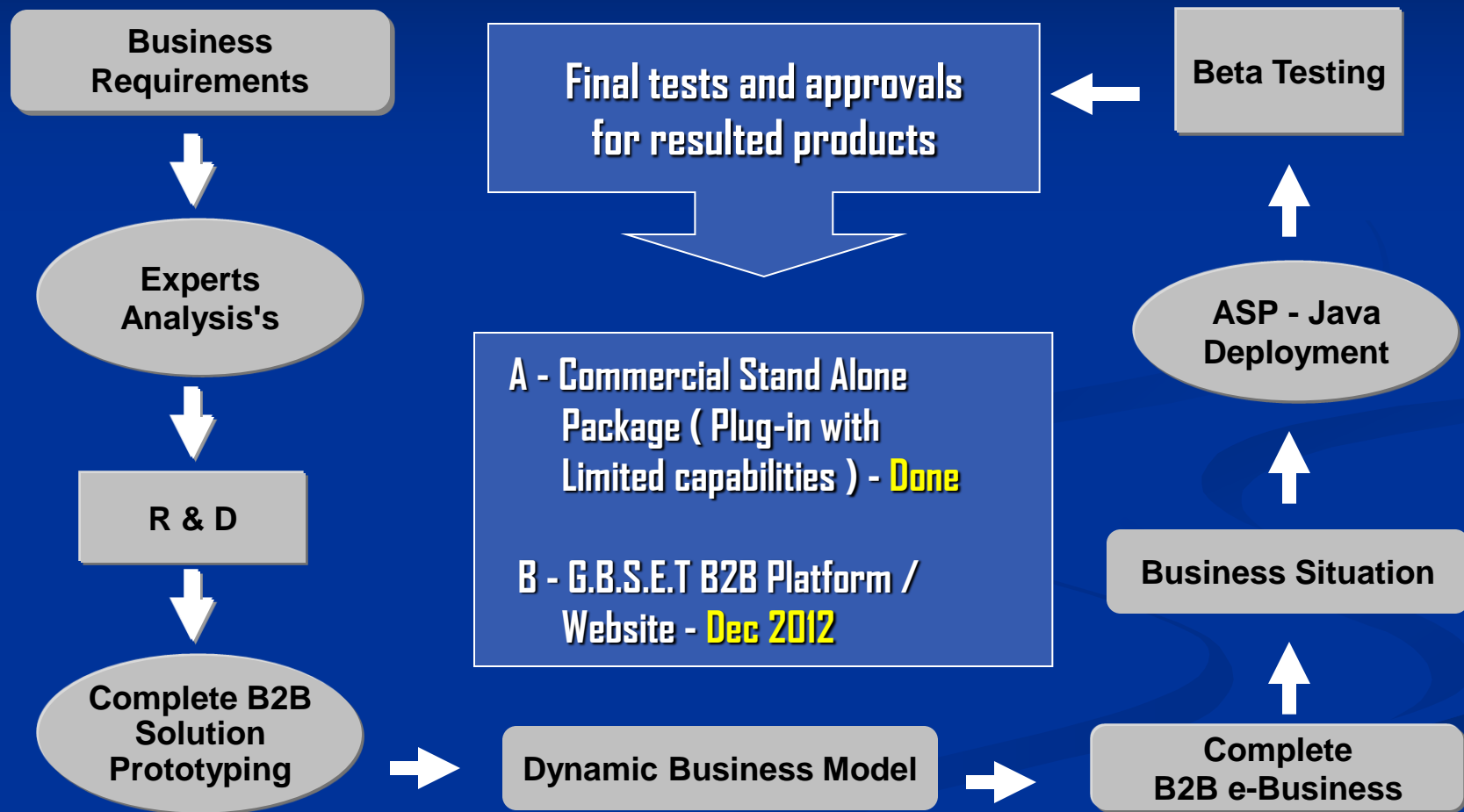
The Business (2) - Integration and Implementation of Service Requirements

Service Model Design

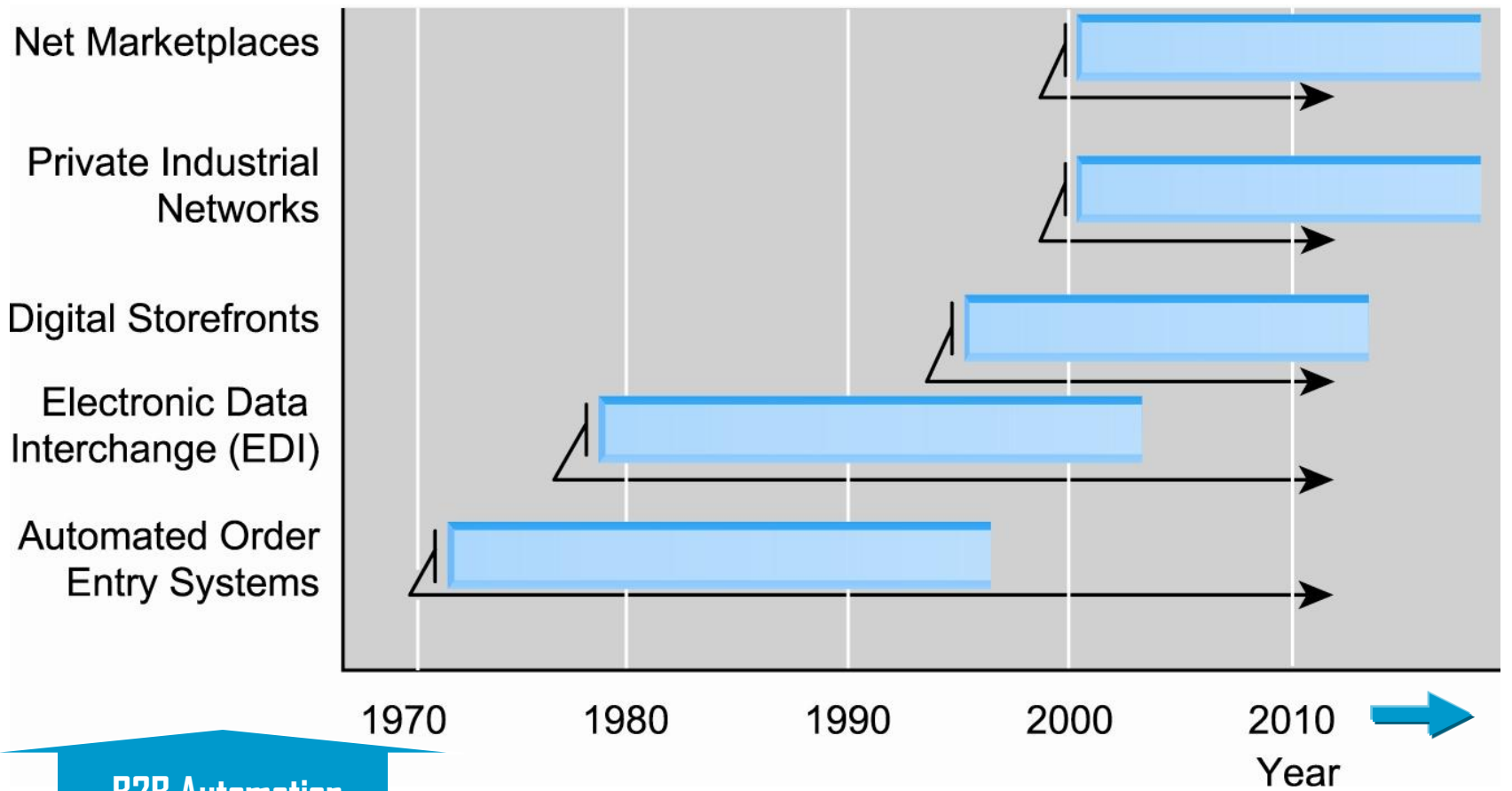
- **Determine the development effort direction**
 - Formulation of new service objectives and strategy Idea generation/ screening
- **Design the Service**
 - Concept development / testing
 - Business analysis / Project authorization
 - Service design and testing
 - Process and system design and testing
 - Market program design and testing
- **Test the Service**
 - Service testing and pilot run
- **Introduce the Service**
 - Full-scale launch / Post-launch review



The Business (3) - Overview of the G.B.S.E.T Project Development Stages



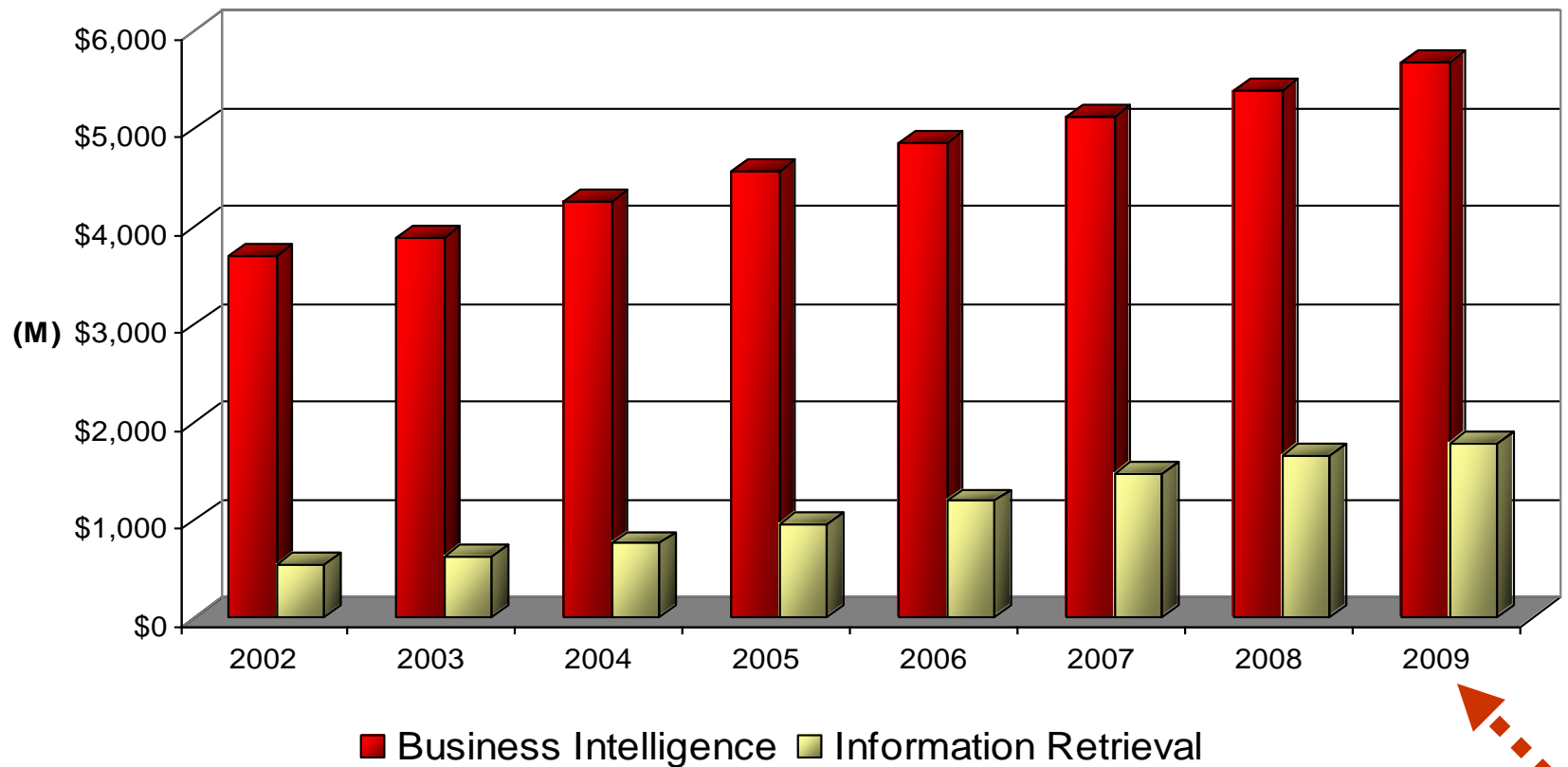
The Market (1) - Evolution of B2B E-Commerce Technology Platforms



**B2B Automation
Is The Future**

The Market (2) - A Larger Market Opportunity

(Shift Thinking from "IR" to "IR for BI")



The Market (3) - New user expectations

- Explosive adoption of BI / analytics has raised the bar on what information tools should deliver
- **Users want answers, not documents**
- Users want a single view of a business problem, integrating structured and unstructured information
- Users want solutions, not more infrastructure requiring expensive integration
- Users need to leverage new resources
 - Email
 - Journals & calendars
 - Forums, Blogs, Wikis
 - CRM transcripts, conversations & correspondence
 - Search logs

The Market (4)

Turning unstructured Info into statistically analyzable data , which will be used autonomously by our B2B motivated marketing system - technology

- **Metadata / entity & attribute extraction:** identifying people, companies, products and relationships among them
- **Social network & link analysis:** who dealt with whom based on patterns of interaction & communication
- **Temporal context analysis:** reconstructing complex events using email, timelines and document context
- **Buzz mining, reputation and sentiment analysis:** real-time market research using forums, blogs, chat rooms and CRM data
- **Attitude analysis:** inferring emotional states of market participants based on linguistic / semantic clues

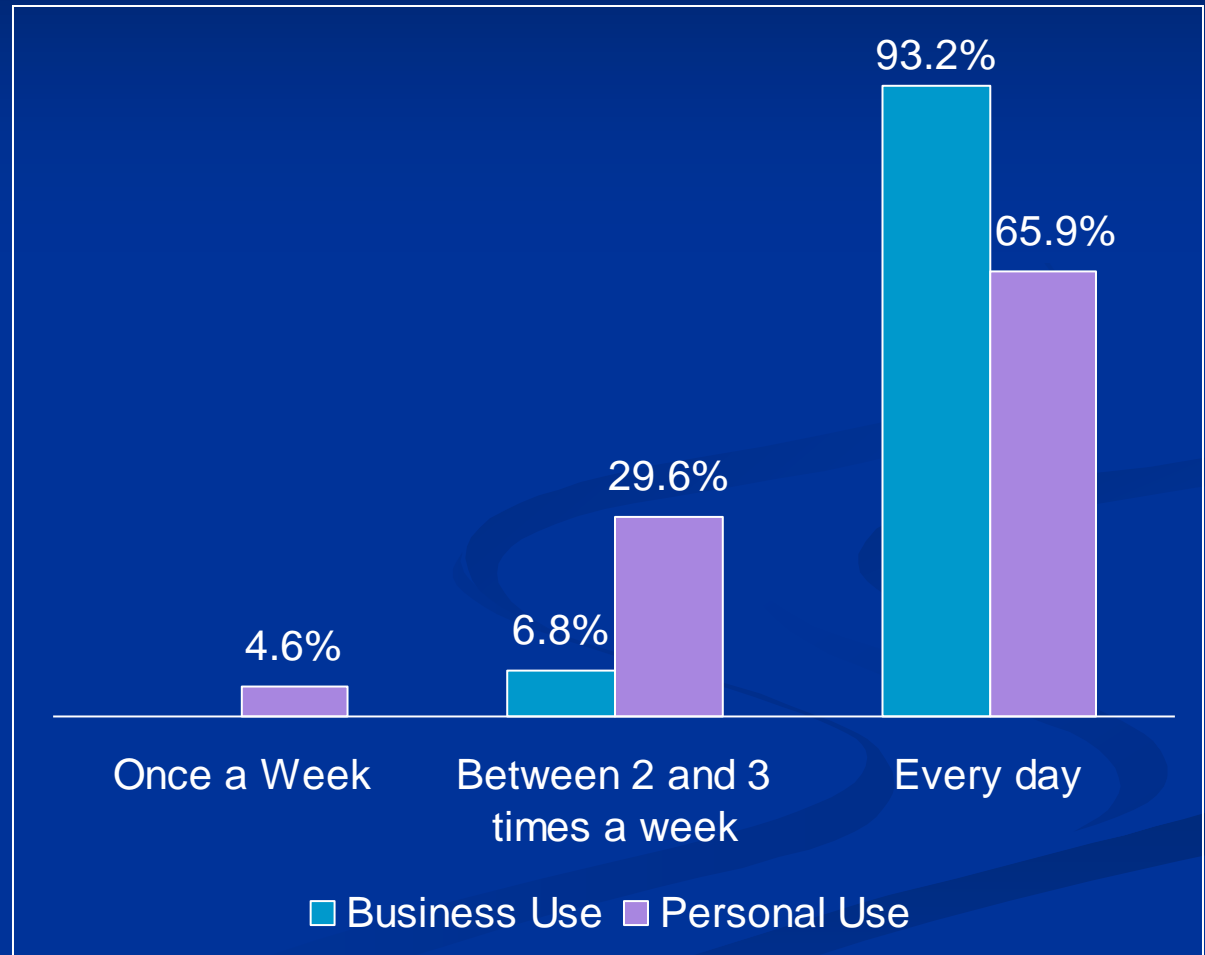
The Market (5) - The B2B Community on the internet (time usage)

Q: How frequently do you use the web for business / personal use?

More so for
Business than
personal use

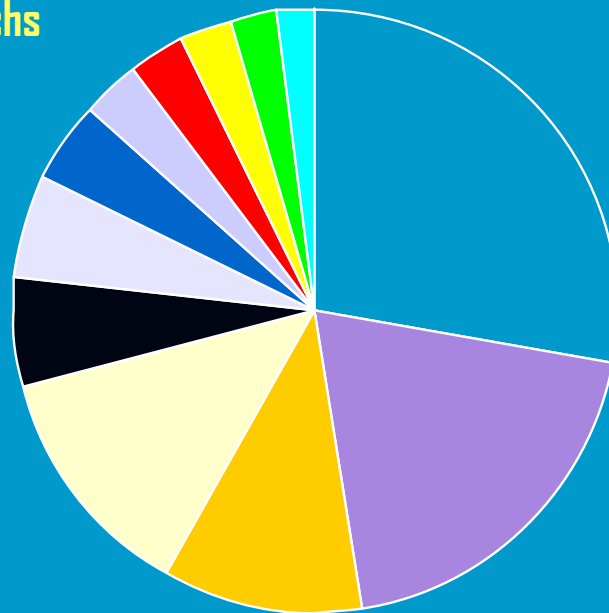
Base: Senior Decision Makers (541)

Source: IAB/B2B Marketing Magazine
- Internet Marketing Survey (March
2010)



The Market (6) - B2B Share by Industry Segment

Source - Goldman Sachs



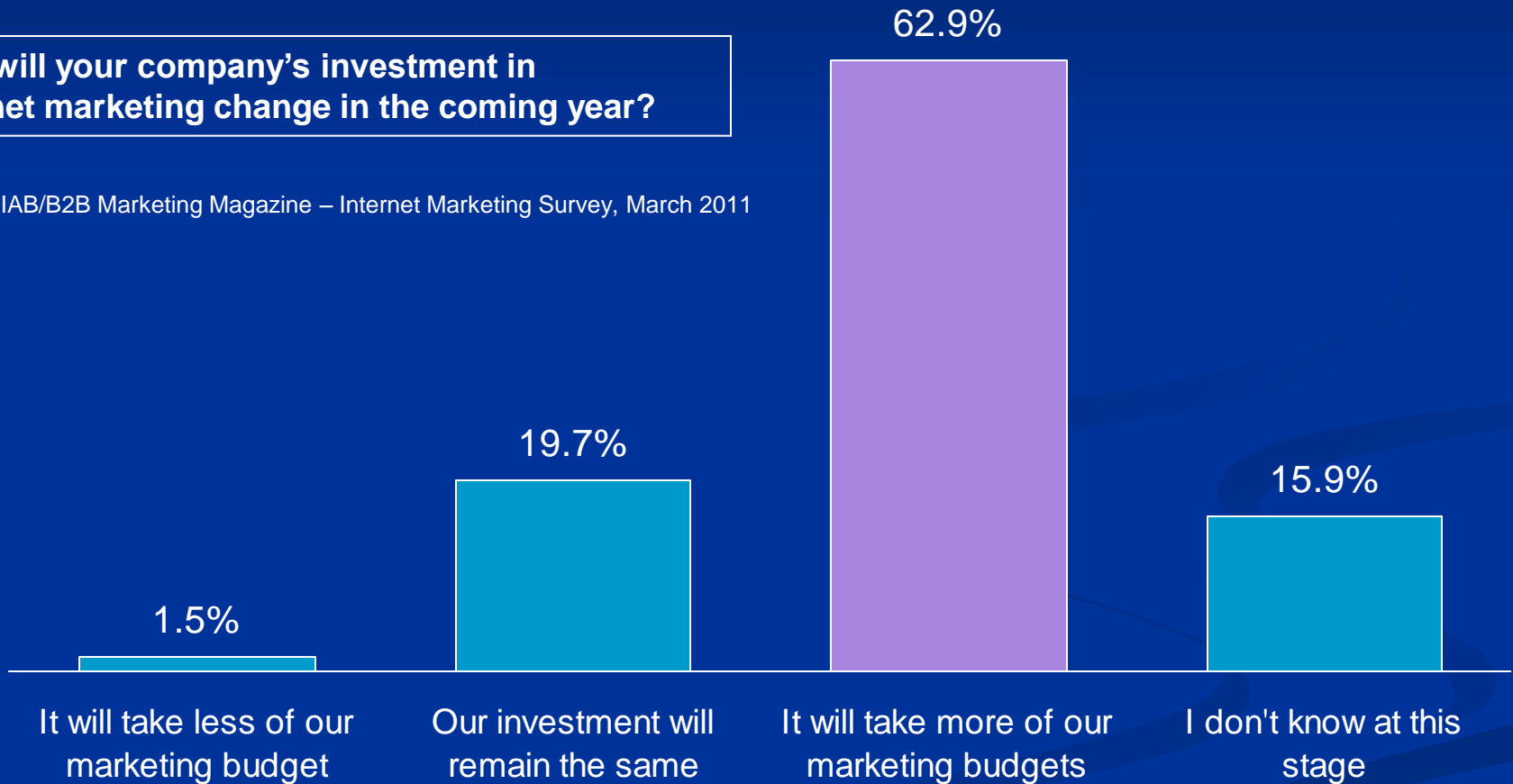
Divers industries required our Team to build Dynamic B2B Knowledge Web Bases which helped (GBSET) to handle Multifaceted tasks / various online searches.

- Chemical
- Agriculture
- Industrial equipment
- Paper
- Computer
- Government
- Construction
- Motor vehical and parts
- Energy
- Aerospace
- Transportation
- Pharmaceutical

The Market (7) - Online investment set to grow

How will your company's investment in internet marketing change in the coming year?

Source: IAB/B2B Marketing Magazine – Internet Marketing Survey, March 2011



Base: Senior Decision Makers (541)

The Competition (1) - B2B Clients Which G.B.S.E.T "Targets":

Customers of the following web sites who are seeking more automation of the business conducting process with variety of support services tools.

B2B Companies

Products - Services

- www.ibm.com
- www.gm.com
- www.toyota.com

...etc

E-marketplaces

Wholesale Trade - B2B

- www.ec21.com
- www.alibaba.com
- www.fita.com

...etc

E-procurements

Governmental - Private

- www.dgmarket.com
- www.bidcast.com
- www.tenders.co.uk

...etc

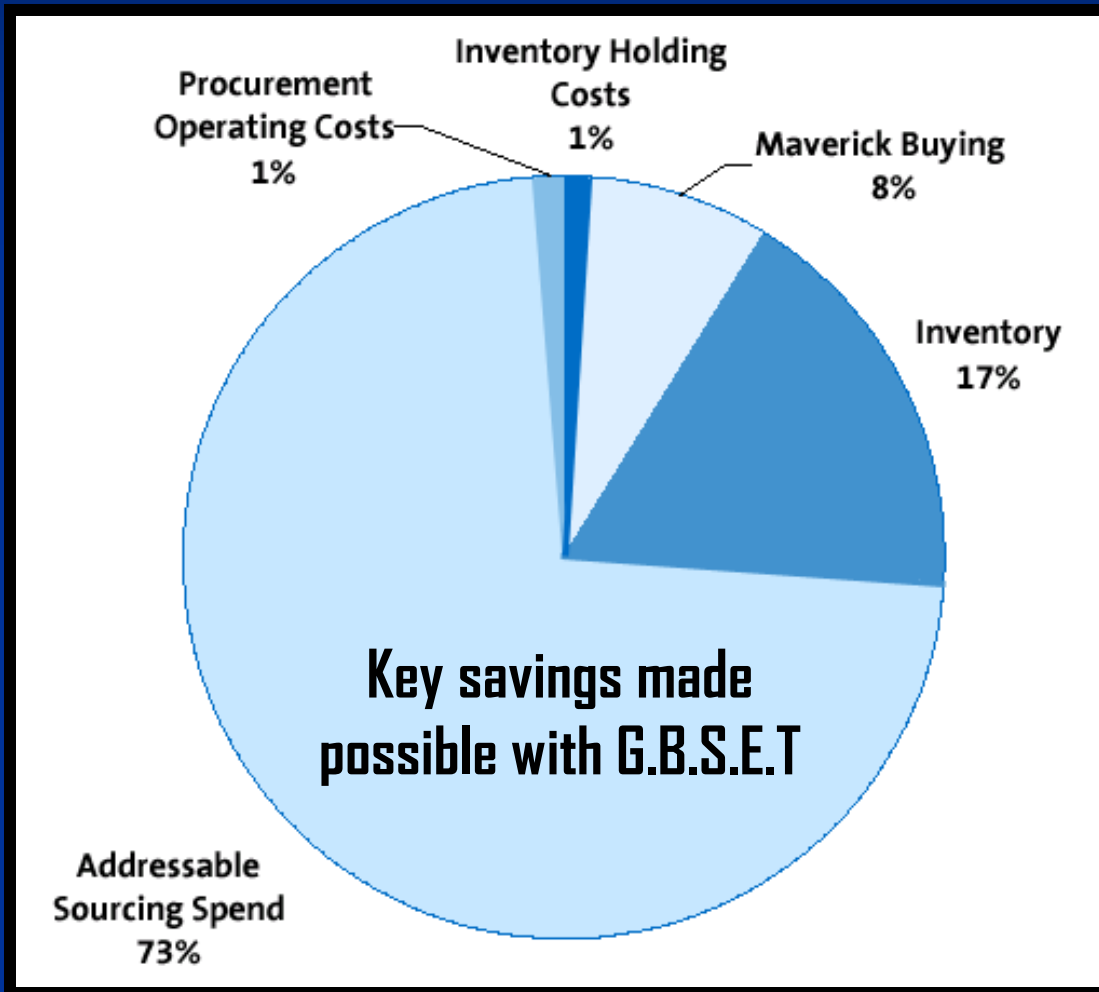
The Competition (2) - Potential Benefits to the Customary B2B Client

- Lower administrative, search, transaction and inventory costs
- Increase production flexibility and Improve quality of products by increasing autonomous cooperation among buyers and sellers
- Decrease product cycle time / create greater price transparency - payments methods

Search	Qualify	Negotiate	Purchase Order	Invoicing	Shipping	Remittance Payment
Catalogs Internet Salespersons Brochures Telephone Fax	Research Credit History Check with Competitors Telephone Research	Price Credit Terms Escrow Quality Timing	Order Product Initiate Purchase Order (PO) Enter into System Mail PO	Receive PO Enter into Financial System Enter into Production System Send Invoice Match with PO Internal Review	Enter into Shipper's Tracking System Ship Goods Deliver Goods Enter into Tracking System	Receive Goods Enter Shipping Documents into Warehouse System Verify and Correct Invoice Resend Invoice
<div style="border: 2px solid #00AEEF; padding: 5px; display: inline-block; color: white; font-weight: bold;">G.B.S.E.T Virtual Solutions</div>						

The Competition (3)

Benefits of Automating and Globalizing B2B Tasks with G.B.S.E.T.



**Manual
vs.
G.B.S.E.T**



The Competition (4) - Disadvantages of Current B2B Business Info

Searching Tools and Exchange Models (Products and Services)

Search Engines

- Google.com
- Yahoo.com
- ... etc

limited accuracy

Online Business Directories

- Yahoo.com
- Dmoz.com
- ... etc

limited options

And

- Time Consuming
- Unsecured
- High Costs
- Limited options
- No Personal Touch
- No Physical Documents
- Lost of Opportunities
- Immature Designs
- ... etc

Business Search Engines – Websites

- Business.com
- Thomas.com
- ... etc

Limited capabilities

B2B E-Exchanges

- Alibaba.com
- Ec21.com
- ... etc

Unreliable contacts

E-Marketplace - Revenue Streams / 1

- Membership fee to participate
- Transaction fee for each transaction
- Service fee - for legal, risk management, logistics and other services
- Ad revenues
- Storefront development fees
- Document management services
- Back-end IS integration services
- Data analytical service

B2B MODELS:

■ **Buyer-oriented B2B**

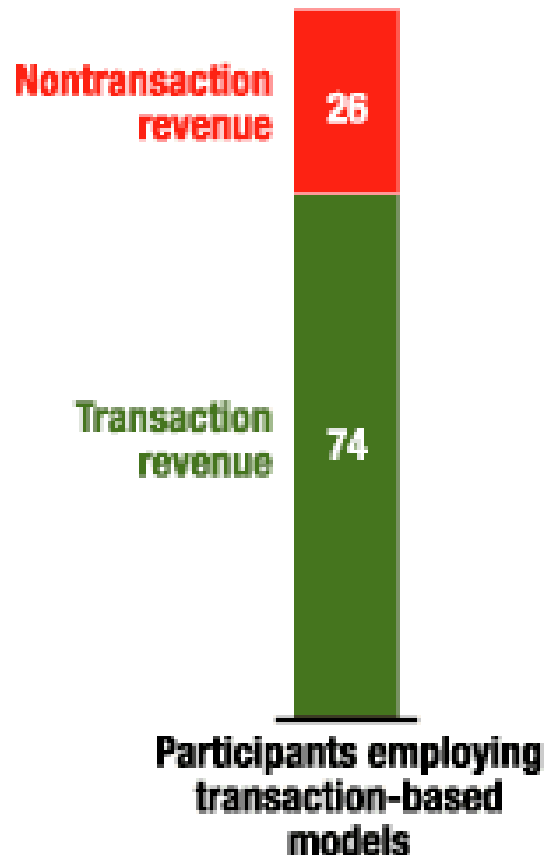
A buyer uses the internet by opening a marketplace on its own server & opening the window for suppliers to do the bidding

■ **Supplier-oriented B2B**

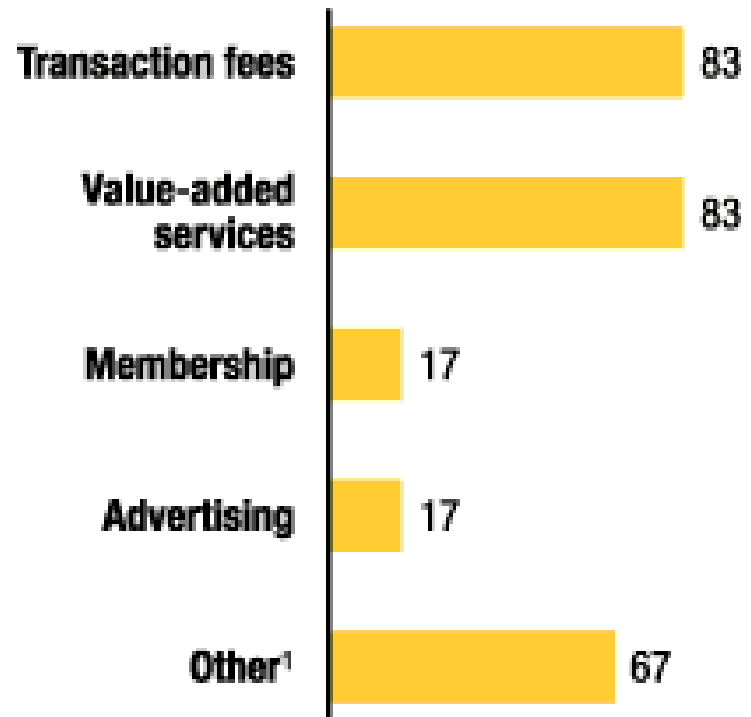
A supplier invites customers to order product via its electronic market store

E-Marketplace - Revenue Streams / 2

Top-quartile participants' current sources of revenue, percent of total revenue



Top-quartile participants' expected importance of future revenue sources, percent



This survey was completed early 2010, our Marketing Research Group confirmed similar results June 2011

E-Marketplace - Revenue Streams / 3

- Buying transactions
- Selling transactions
 - Prime supplier (another distribution channel)
 - Re-seller (buy and then re-sell)
 - Sales commissions
- Auction-driven commissions
- Cost-savings compensation
- Advertising fees
- Content subscriptions



G.B.S.E.T > Linking **B2B** to AI

What Gets Customers to Buy?

- **77% lower prices**
- **65% extra security**
- **35% items easier to locate**
- **30% comparative facts**
- **15% easier ordering**
- **14% faster delivery**
- **12% better presentation**



They value B2B websites

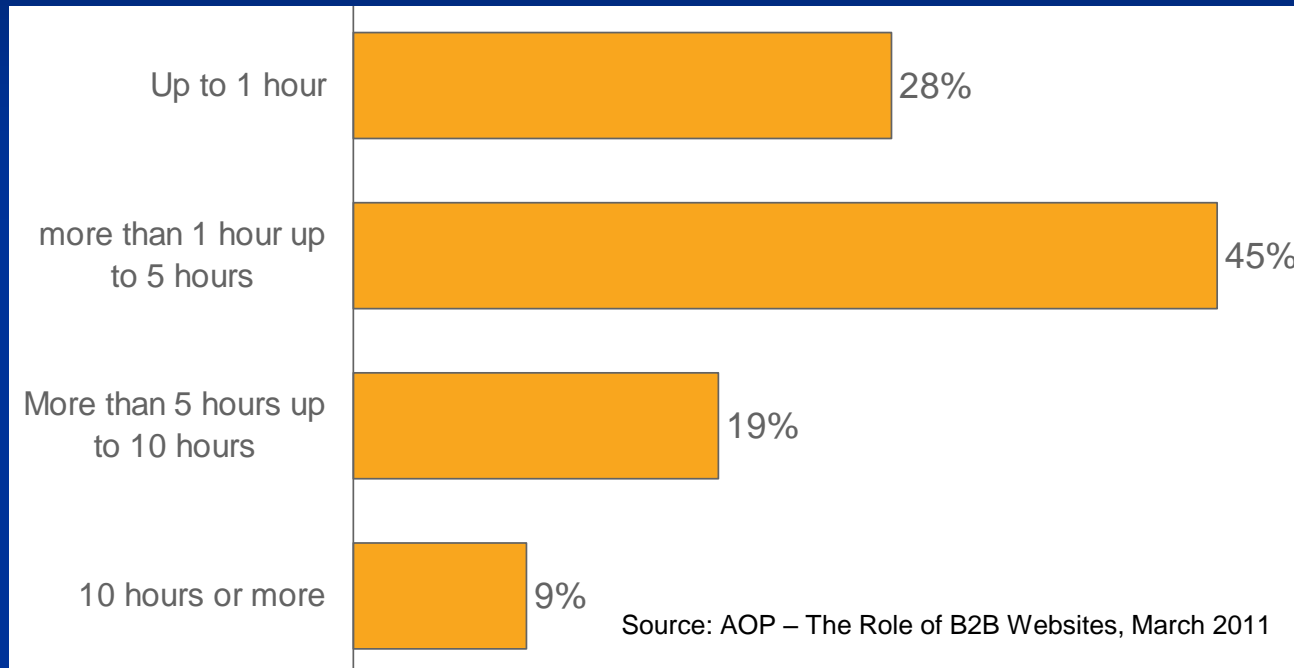
- **73% agree B2B websites provide useful information on products and services.**
- **70% expect their usage of B2B websites to increase over the next two years.**
- **64% agree B2B websites are a trustworthy source of info in their industry.**
- **53% agree B2B websites are an essential source of info in their work.**

Benefits of G.B.S.E.T Digital Marketplaces

To The Wholesaler	To The G.B.S.E.T	To The Buyer
Provides innovative marketing and distribution channel	Protects existing role or creates new role	Lowers up front costs and risks
Provides improved customer service through online interaction	Establishes high “value-added” in digital financial system	Provides access to inferior and excess supply auctions
Provides more inclusive product information to buyer	Increases service levels to existing customers	Provides a more comprehensive solution
Automates order and realization processes	Leverages current information and customers	Eliminates on-going software upgrades and maintenance costs
Lesser overall operational costs	Provides access to more information and suppliers	Utilizes outsourced know-how

B2B Past , Present and the Future .. Forecast - 1

(Time spent "or wasted ! " by regular B2Bweb surfers)



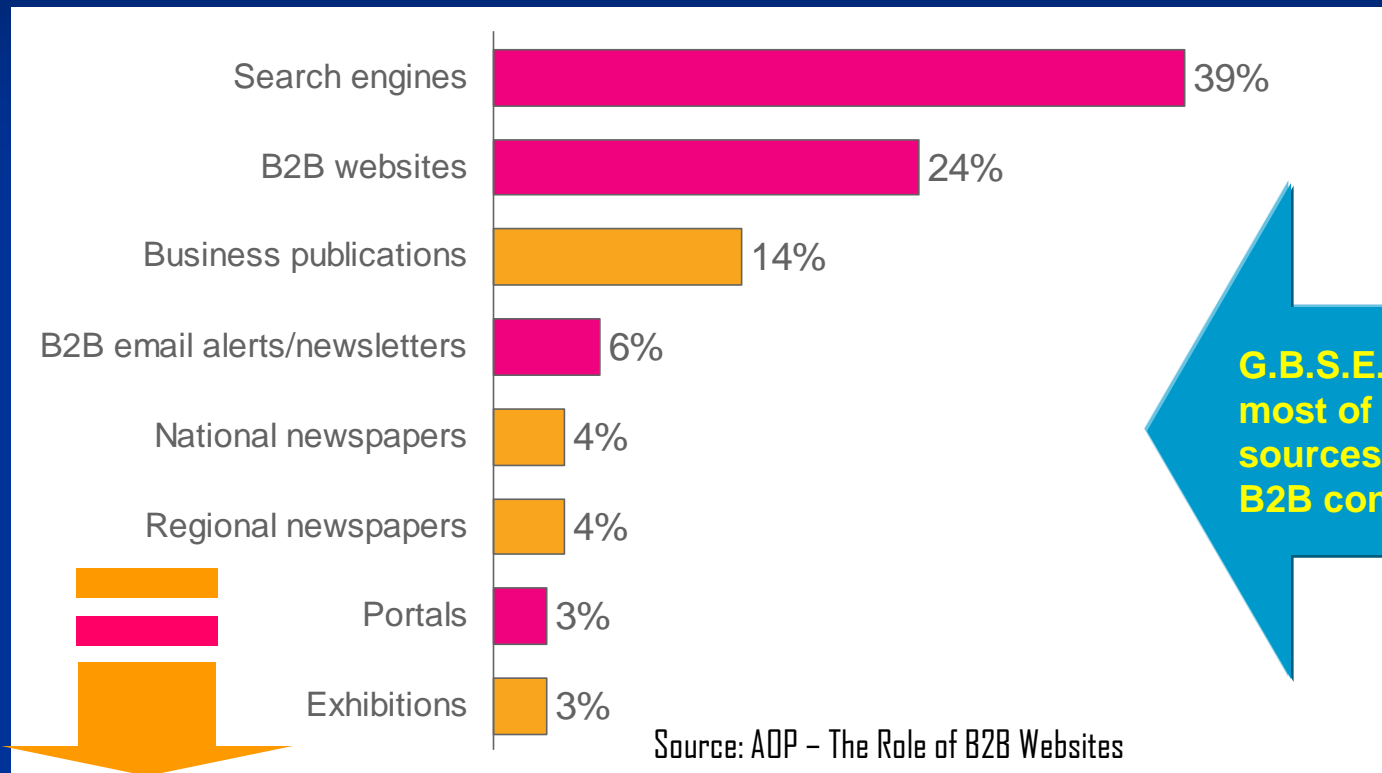
G.B.S.E.T Will save the B2B web users More than 85% of their task handling time.

.. Guaranteed .

Time users spent on current B2B Websites are "Wasted" because of its Lacking of any Powerful **Intelligent** business tools to take care of routine business conducting procedures, we propose the use of our dynamic (**Agents Motivated Technologies**) for faster and more accurate / reliable results.

B2B Past , Present and the Future .. Forecast - 2

(Types of online services used by B2B web surfers)

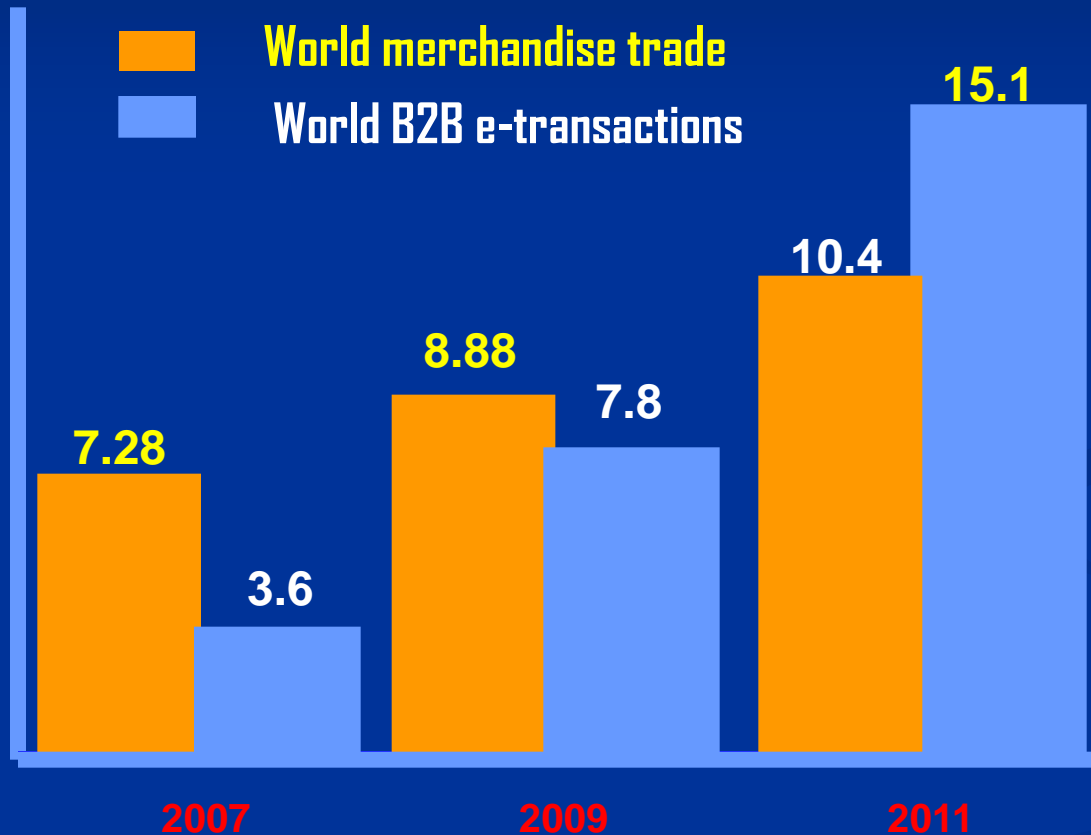


G.B.S.E.T incorporate most of the listed B2B sources in its (Virtual) B2B conducting tools.

Its all lack the **time saving benefit** which could be provided by our G.B.S.E.T semi-automated B2B brokering, **Multi task / faceted** services. supported with our dynamic E-negotiating / Agents motivated technologies.

B2B Past, Present and the Future .. Forecast - 3

(Near Future Projections for B2B)



Source: WTO, WTR 2009 and 2010; IDC and Gartner

The B2B future will be dominated by dynamic marketplaces which use E-commerce Agents to:

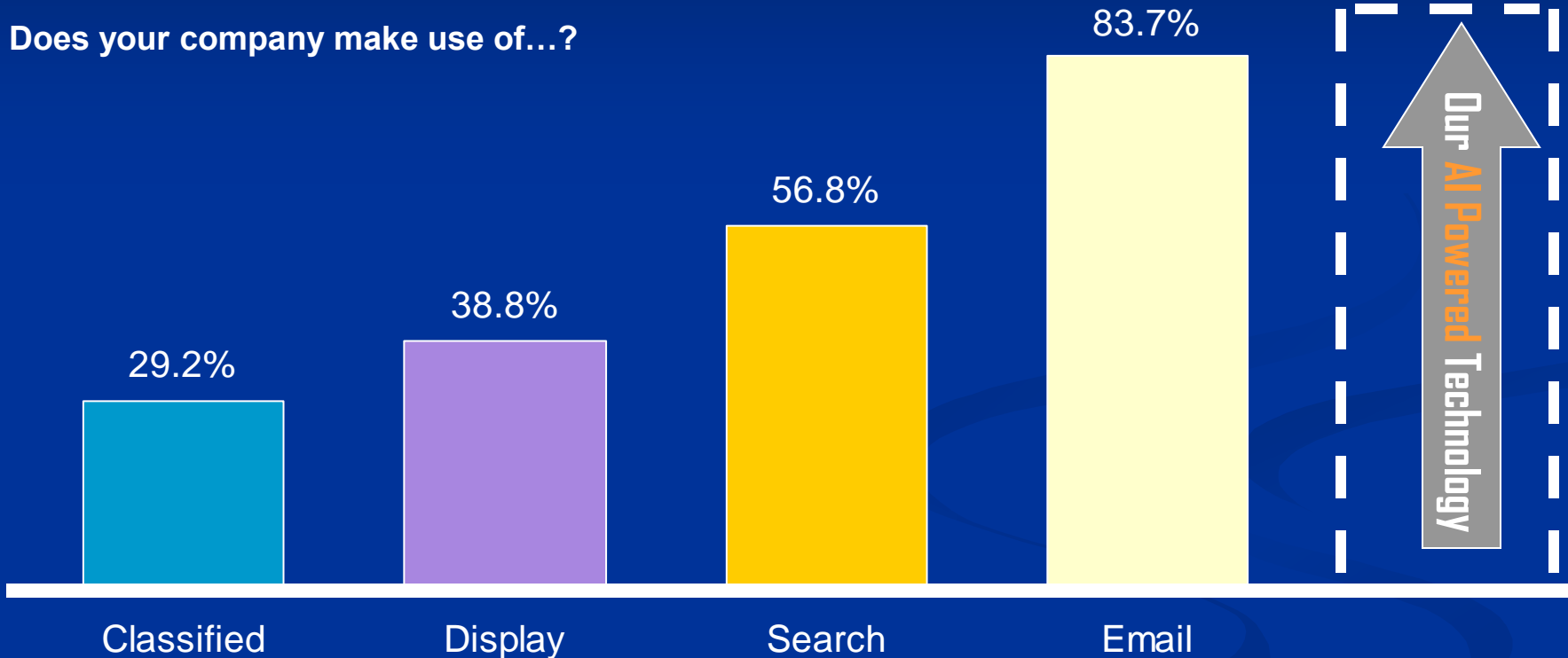
- Search
- Source
- Specify
- Submit Orders
- Settle/Negotiate/Bid
- Send/Receive

G.B.S.E.T will be in the lead with its pioneer technologies.

B2B Past, Present and the Future .. Forecast - 4

Email is the most widely used internet marketing tools

Does your company make use of...?



Base: Senior Decision Makers (541)

Source: IAB/B2B Marketing Magazine – Internet Marketing Survey, March 2011

Our AI Powered / **Autonomous** System Will Revolutionize the Interactive B2B Communication Techniques

G.B.S.E.T

The Future Full Automation of B2B Tasks .

G.B.S.E.T will Automatically search for Potential B2B partners (Brokers, Service Providers, Suppliers, etc), arrange **Autonomously** for a full business transaction between involve parties and send the final results to our system to be processed, that will be accomplished by modifying and upgrading our Current technology, via the use of the latest AI enhanced B2B techniques developed by our team.

Check us Three years from now.

Thank you for your time,

We appreciate your queries and comments. For more details and updated Technical Prospects, Financial Docs and Futuristic Potentials, please check our project dedicated website:

www.gaset-gbset.com

or contact, Wiam Gharbeyah at:

wiam@gaset-gbset.com